



HEARING BUSINESS ALLIANCE SEMINAR, PERTH

LEARNING OBJECTIVES & PROFESSIONAL DEVELOPMENT POINTS

ENDORSED PROFESSIONAL DEVELOPMENT POINTS



AUDIOLOGY AUSTRALIA

CPD Points: 6

Approval Number:

CPD2324 001, Category 1.1



AUSTRALIAN COLLEGE OF
AUDIOLOGY

CEP Points: 6

Approval Number:

2023121



HEARING AID AUDIOLOGY
SOCIETY OF AUSTRALIA

CPED Points: 9.5

Approval Number:

CPED 2021-2023 /2023-115

LEARNING OBJECTIVES

At the conclusion of the presentation delegates will be able to:

'Future Trends in Hearing Healthcare'

Dr Brent Edwards, Director, National Acoustics Laboratory

- Prescribe different hearing solutions to meet the unique needs of different clients.
- Provide a treatment strategy for people with hearing difficulty but no hearing loss.
- Describe to clients the benefits that different hearing technologies may provide.

'HBA 2022 Update'

Jane MacDonald, CEO, Hearing Business Alliance

- Understand the role and contribution of small business providers within the hearing health sector.
- Understand the advocacy HBA provides towards ensuring a 'level playing field' for small business providers.
- Appreciate the clinical services sometimes only delivered by small business providers within their local communities.
- Be more aware of the projects occurring with Government and other stakeholders in the hearing health sector that can impact small business hearing providers and your clients.

'An Update from the Hearing Services Program'

Chris Carlile, Assistant Secretary, Hearing Services & Chronic Conditions Branch,
Department of Health and Aged Care

- Identify key responsibilities of the administration of the Hearing Services Program by the Dept. of Health and Aged Care.
- Understand that the department is only responsible for ensuring that contracted service providers deliver services to clients in accordance with the contract and relevant legislation.
- Understand updated Australian Government policies and programs relevant to hearing service providers, including updates on the Hearing Services Program.

'DVA Client Services and Your Business'

Dr Jason Ridgway, Senior Allied Health Adviser, Health Branch,
Chief Health Officer Division, Department of Veterans' Affairs

- Know the process for all Rehabilitation Appliances Program (RAP) services and non-RAP audiology requests sent to DVA.
- Improve understanding of hearing services funding for veterans within the broader context of veterans' health and wellbeing.

'Digital Consent and Cybersecurity for Small Business'

Scott Jefferis, CEO, Revolve IT

- Identify SPAM, ransomware, and common cyber based fraud attempts, including phishing and other scams.
- Know how to protect your IT environment, and what good IT looks like.
- Understand what the Optus and Medibank breaches mean for your clinic.
- Identify useful digital consent processes that can assist your business.

'The Changing Landscape of Insurance in the Hearing Industry'

Kevin Brown, CEO, HearSure Pty Ltd

- Understand how hearing aid insurance impacts client care.
- Know what hearing aid coverage/protection options are available to clients.
- Help clients make educated decisions about their hearing aid cover/protection.
- Equip yourself / your business with the tools to meet the changes happening in the insurance industry.

'The Independent Sector & HBA's Strategic Direction'

Stephen Logan, Business Manager, Hearing Business Alliance

- Recognise the market changes during 2022 and how they might impact the industry and your business.
- Understand how HBA has worked to ensure that small business is represented to all government and non-government stakeholders.
- See how HBA is strategically planning for the future of the organisation, including its business continuity plan.
- Understand the short and long-term strategic business plans which ensure that HBA grows and remains an effective peak business body for small, hearing health sector businesses.

'Business Continuity Planning'

Katie Bryan, Founder & CEO, Propeller Advisory

- Clarify the challenges you need to overcome.
- Understand how to embrace change and focus on what you can control.
- Define your product / service mix, marketing plan and HR needs.
- Determine key finance, budget and pricing requirements.
- Define the planning you should undertake to not only get back to business but to make it through future disruptions with minimal impact to your business.

'Understanding Your Legal Responsibilities'

Corrina Dowling, Principal Lawyer, and Tinashe Makamure, Senior Associate, Barry Nilsson Lawyers

- Understand obligations under modern awards when implementing workplace change.
- Implement practical tools to manage change.
- Understand the redundancy process.



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